

IN THE SPECIFICATION:

Please amend the paragraph bridging pages 1 and 2 as follows:

It is an object of the invention to provide an improved system and method of the type defined in the opening paragraph. To that end, in the system according to the invention, a respective information unit can be assigned to a physical location, the system further comprising positioning means for determining the physical location of the presentation device, and presentation control means for controlling the presentation of a respective information unit in dependence on the physical location of the presentation device and on the location to which the respective information unit is assigned. Assigning an information unit to a physical location may be achieved by a location attribute indicating an absolute position, e.g. degree of latitude and longitude, or a relative position, e.g. a distance from a particular location, for example from a shop window or a bus-stop, or a specific height or depth with respect to sea-level. In this manner it is expressed that a particular information unit has only relevance to the 'anchorage' location indicated by the location attribute. As a result, such an information unit will only be accessible in [[de]] the vicinity of said anchorage location. A presentation device which is far away from the anchorage location will not be aware of said information unit, or ignore so as not to make the user aware of it. If the presentation device moves more closely to the anchorage location, the user can be made aware of it by presenting a limited representation of the information unit, for example a representative icon or sound. Additionally, the user can be directed to the anchorage location of the information unit, for example by simple arrows, or by a street-map being shown on a display screen wherein a pointer or icon representing the information unit is projected. If the presentation device has moved sufficiently close to the anchorage location, the limited presentation may automatically expand to a full presentation of the information unit, or the user

is allowed to do so by explicit request, for example by clicking the icon. Alternatively, any other parameter of the presentation may be varied in accordance with the distance to the anchorage location, for example picture or/sound quality, size of a presented portion of the information unit, sound level, intensity or type of colors used etc. In this way it is achieved that the user is encouraged to actually go to the anchorage location and experience the information unit in the context it was meant for.